

Clean Currents 2022 Exhibitor Toolkit

Dear Clean Currents 2022 Exhibitor,

Congratulations! We are excited to have your company exhibit at this new industry-led tradeshow and conference that will bring all waterpower technologies together—conventional hydropower, pumped storage, small hydro, and marine energy. We can't wait to see you in Sacramento!

Clean Currents 2022 will provide attendees unparalleled opportunities to network and learn from industry leaders, as well as offer a variety of sessions for attendees to learn new skills to help them in their day-to-day jobs.

We hope our enthusiasm about your presence at Clean Currents 2022 is contagious and you'll be inspired to share your attendance with your peers. To help promote your appearance, we are offering this Clean Currents 2022 Exhibitor Social Media Toolkit containing suggested content for social media, including Twitter, Facebook and LinkedIn. This toolkit is designed to help you make the most of your time at Clean Currents 2022 and share your presence here with your employees and peers.

The Clean Currents 2022 exhibition takes place on October 19-20, 2022, with the whole event running October 18-20, 2022. See you there!

Twitter Sample Tweets

Please use #CleanCurrents2022 in your communications. If you tag @natlhydroassoc, we can respond and retweet your communications to our followers as well.

Tweet Example 1: [INSERT COMPANY NAME] can't wait to exhibit at #CleanCurrents2022! Join us at booth [INSERT BOOTH NUMBER]! With @natlhydroassoc in Sacramento, CA October 19-20.

Tweet Example 2: Come see us exhibit at booth [INSERT BOOTH NUMBER] at #CleanCurrents2022 in Sacramento, GA. with @natlhydroassoc. Learn more: cleancurrents.org

Tweet Example 3: #CleanCurrents2022 is almost here! See [INSERT COMPANY NAME] exhibit at booth [INSERT BOOTH NUMBER]. See you soon @natlhydroassoc! Learn more at cleancurrents.org.

Tweet Example 4: [INSERT COMPANY NAME] is excited to be part of #CleanCurrents2022, the industry's inaugural event to showcase the power of water with @natlhydroassoc. Learn more: cleancurrents.org.

Facebook Sample Posts

Please tag the National Hydropower Association - NHA (by inserting the '@' symbol and typing 'natlhydroassoc.' A dropdown box with the proper tag will show up, select 'National Hydropower Association') in your post. Use the MAIN conference hashtag: #CleanCurrents2022, whenever possible. Also, once a link has loaded into the preview pane, you can delete the link in the text for a clean look.

If your organization or business has a Facebook page, you may wish to post in the third person:

Example Facebook Post 1: [INSERT COMPANY NAME] is exhibiting at booth [INSERT BOOTH NUMBER] at #CleanCurrents2022, hosted by the @natlhydroassoc – in Sacramento, CA October 19-20. Learn more and register now! cleancurrents.org

Example Facebook Post 2: We're honored and excited to exhibit at #CleanCurrents2022 this year! Join us at booth [INSERT BOOTH NUMBER] on October 19-20. We hope to see you there. Learn more: cleancurrents.org.

LinkedIn Sample Post

[INSERT COMPANY NAME] is honored to be exhibiting at booth [INSERT BOOTH NUMBER] at #CleanCurrents2022! Join us with @National Hydropower Association in Sacramento, CA at the industry's inaugural event to showcase the power of water! Learn more: cleancurrents.org.

Please also leverage Clean Currents 2022 information from your company Facebook page, onto your personal Facebook page, by choosing to 'Share' the post. You may also share content from National Hydropower's Facebook page – please follow best practice posting when 'Sharing' from Facebook.

When the 'Share' box prompts you to 'Say something about this post...', say something about the post, don't simply share without adding your own personal blurb.

Example of Facebook 'Shared' Post 1: Excited to be exhibiting on behalf of [INSERT COMPANY] at #CleanCurrents2022 hosted by @natlhydroassoc. Join me at booth [INSERT BOOTH NUMBER].
